

THE FUTURE OF

BRANDS IN MOTION

RESEARCH FACT SHEET

An exploration of the future of mobility and how companies, in any industry, can use mobility as a platform to grow their business, transform their brand experience, and win customers for life.

www.wpp.com/mobilityfutures



The Future of Mobility

Over the next few years, we believe that mobility, the movement of people and goods, will quickly evolve from a category of transportation products and services to a pervasive platform impacting all kinds of business models and brand experiences — from shopping and delivery, to entertainment, healthcare and travel.

In the very near future, any company could harness mobility as a platform to find new ways to engage with consumers, radically transform their customer experience, and grow their business.

In order to grab these opportunities, brands need to understand the current gap between this vision and consumers' expectation. So we conducted the ultimate mobility gap analysis to understand all sides of the conversation.

Research Methodology

We Interviewed Business Leaders

to assess their respective industries location on the mobility adoption curve.

16

BUSINESS LEADERS

Chief Innovation Officers
Chief Marketing Officers
Growth leads
CX specialists

4

INDUSTRIES

Entertainment
Retail
Transportation
Telecom

We Analyzed Consumer Data & Feelings

QUANTITATIVE
ASSESSMENT OF

300+

U.S. CONSUMERS,
MEASURING THINGS LIKE

Expectations
Anxieties
Preferences
New Behaviors
Desired Products & Services
Tech Adoption

30

QUALITATIVE
CONSUMER INTERVIEWS

to understand attitudes & feelings

Key Findings Summary

Harnessing mobility as a platform drives **four key outcomes**:

1.

- New consumer expectations
- New media opportunities
- New products & services
- New business models

2.

Consumers have made their anxieties and expectations clear. They will try and adopt only if certain attributes are prioritized for the new normal that is emerging

3.

Consumers are in a state of evolution – trialing, trained and ready to adopt all kinds of new products and services

4.

Renewed **love for small business is presenting opportunities for untraditional, localized partnerships** that put community needs first

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MOBILITY CONSULTING SERVICES



We have a range of consulting services available for any clients interested in mobility as a platform. Below is an overview of the services, ranging from complimentary webinars and roundtables to more in-depth paid consulting services including workshops, audits and more. Get in touch with us to learn more information.

Webinar Presentation (Complimentary)

In this 40min format, our team will present an overview of the Future of Brands in Motion report, key research findings [30mins] and a Q&A session [10 mins]. It's a great way to get a quick download of the platform and answer any questions.

Virtual Roundtables (Complimentary)

A moderated discussion on the Future of Brands in Motion in a private, closed-door forum. A way to gain insights, share experiences, and discuss challenges with a group of your peers. This 60-minute Zoom session will consist of 6–8 senior marketers with a WPP moderator, whom we will introduce you to in advance of the conversation to review questions and align on the content. To learn how to get involved in an upcoming roundtable and participate, please email mobility@wpp.com

Workshops (4 – 6 Weeks)

Includes a virtual future-ready discovery workshop with MIT CISR, benchmarking report and future-ready business model

1. Discover What it Takes to be a Profitable Platform Business
WPP (Ogilvy) and MIT CISR have identified key foundations within the context of Brand, Culture, Customer Experience, and Operational Efficiencies, that make Platform Businesses Future Ready, for Growth and Profitability. Includes a virtual future-ready discovery workshop, benchmarking report and future-ready business model.
2. Identify and Evaluate Data and Innovation Monetization Strategies
WPP (Ogilvy) and MIT CISR have identified four data monetization strategies with potential to pay off; each strategy reflects a business priority and leverages different data monetization approaches to produce a portfolio of cost reduction, sales increase, and direct revenue generation outcomes. All of this is while managing security, privacy, accountability, customer experience and orchestrating innovation efforts around outcomes-based portfolio.

Consulting Projects (12 – 26 Weeks)

Full-service consultation services to develop go-to-market plans and briefs to activate mobility as a platform

1. Becoming and Established Leader in your partner Ecosystem
The proliferation and confluence of 5G, VR, AR, and AI is already changing how companies design and consumer experience product and service. Mastering the complexity of the mobility stack and stakeholders, the technology, capabilities, and consumer marketing, will be too much for one company to own; hence strategically empowering the ecosystem through partnership will result in better service adoption and operational efficiency.

Project includes: ecosystem dynamics planning, identifying trust imperatives and development of a shared core idea and agenda narrative.

2. Build a Trusted and Consistent Brand Experience
The transition from product-centric to platform-centric business requires companies to instill trust and consistency at every touch point – communication, commerce, and consumption, to achieve profitability at scale.

Project includes: go-to-market plan, marketing program briefs and integrated communications plan with guidance.